



WLOS
110 Technology Dr
Asheville, NC 28803

Waterfront Strategies
3050 K St NW
#100
Washington, DC 20007

Contract # 2661503

Schedule Dates 10/18/16-10/24/16
Advertiser AFSCME People (93923)
Agency Waterfront Strategies (7591)
Product POLITICAL ISSUE (ns) (1187)
Brand AFSCME PEOPLE (626224)
Salesperson Millennium/PHL, Philadelphia (1103)
Sales Office Millennium Philadelphia
Buyer Name Kate, Thompson,
Phone/Fax /
CPE 194/207/5660
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments Issue
10/13 new order
DO NOT RELEASE WITHOUT FUNDS

Date Entered 10/13/16
Last Modified 10/13/16
Entered By Louise Palmer
CO-OP No
Headline # ECR25329691
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,954.75
Net Total \$22,410.25
Sales Tax

Asheville (WLOS)
By Broadcast Month
Oct. 2016
Grand Total:
Spots 28
Rate \$26,365.00
\$26,365.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/22/16-10/22/16	1	:30	12:05A- Sports-Ring of Honor 2	1						X		1	\$180.00	\$180.00	Asheville (WLOS)	Ring Of Honor	10/13/16
2.0	Normal Line / News	10/23/16-10/23/16	1	:30	5:59A- News-News 13 @ 6am Sunday	1							X	1	\$400.00	\$400.00	Asheville (WLOS)	News 13 Sunday @ 6	10/13/16
3.0	Normal Line / News	10/18/16-10/21/16	1	:30	5A- 5:30A (EST)	2	X	X	X	X				2	\$565.00	\$1,130.00	Asheville (WLOS)	News 13 Early Edition	10/13/16
4.0	Normal Line / News	10/18/16-10/21/16	1	:30	5:30A- 6A (EST)	2	X	X	X	X				2	\$675.00	\$1,350.00	Asheville (WLOS)	News 13 This Morning	10/13/16
5.0	Normal Line / News	10/18/16-10/21/16	1	:30	6:30A- 7A (EST)	2	X	X	X	X				2	\$1,240.00	\$2,480.00	Asheville (WLOS)	NEWS	10/13/16
6.0	Normal Line / SPOT	10/18/16-10/21/16	1	:30	9A- Rachael Ray	2	X	X	X	X				2	\$270.00	\$540.00	Asheville (WLOS)	Rachael Ray	10/13/16
7.0	Normal Line / News	10/18/16-10/21/16	1	:30	11:58-41A- News-News 13 at Noon	2	X	X	X	X				2	\$565.00	\$1,130.00	Asheville (WLOS)	News 13 @ Noon	10/13/16
8.0	Normal Line / SPOT	10/18/16-10/21/16	1	:30	3:58-40P- Dr Phil	2	X	X	X	X				2	\$450.00	\$900.00	Asheville (WLOS)	Dr Phil	10/13/16
9.0	Normal Line / News	10/18/16-10/21/16	1	:30	4:59P- News-News 13 First News At 5p	2	X	X	X	X				2	\$1,015.00	\$2,030.00	Asheville (WLOS)	First News At 5	10/13/16
10.0	Normal Line / News	10/18/16-10/21/16	1	:30	5:27-30P- News-News 13 at 5:30p	2	X	X	X	X				2	\$1,125.00	\$2,250.00	Asheville (WLOS)	NEWS	10/13/16
11.0	Normal Line / News	10/18/16-10/21/16	1	:30	5:58P- News-News 13 at 6p	1	X	X	X	X				1	\$1,800.00	\$1,800.00	Asheville (WLOS)	Wkdy News 13 @ 6	10/13/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbu.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Asheville (WLOS)		
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Oct. 2016	28	\$26,365.00
Grand Total:	28	\$26,365.00

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12.0	Normal Line / News	10/18/16-10/21/16	1	:30	10:59:56P- News-News 13 11p Late News	2		X	X	X	X			2	\$1,350.00	\$2,700.00	Asheville (WLOS)	News 13 Tonight	10/13/16
13.0	Normal Line / News	10/22/16-10/22/16	1	:30	5:58-40A- News-News 13 @ 6am Saturday	1						X		1	\$400.00	\$400.00	Asheville (WLOS)	News 13 Saturday @ 6	10/13/16
14.0	Normal Line / Football	10/22/16-10/22/16	1	:30	3:30P- Sports-ABC College Football 2	1						X		1	\$4,275.00	\$4,275.00	Asheville (WLOS)	COLLEGE FTBL NON CLEMSON	10/13/16
15.0	Normal Line / SPOT	10/22/16-10/22/16	1	:30	1:05A- Elementary Wknd	1					X			1	\$70.00	\$70.00	Asheville (WLOS)	Elementary	10/13/16
16.0	Normal Line / News	10/23/16-10/23/16	1	:30	10:59:56P- News-News 13 11p Late News	1						X		1	\$1,240.00	\$1,240.00	Asheville (WLOS)	News 13 Tonight	10/13/16
17.0	Normal Line / News	10/24/16-10/24/16	1	:30	4:59P- News-News 13 First News At 5p	1	X							1	\$1,015.00	\$1,015.00	Asheville (WLOS)	News	10/13/16
18.0	Normal Line / News	10/24/16-10/24/16	1	:30	5:27:30P- News-News 13 at 5:30p	1	X							1	\$1,125.00	\$1,125.00	Asheville (WLOS)	news	10/13/16
19.0	Normal Line / News	10/24/16-10/24/16	1	:30	10:59:56P- News-News 13 11p Late News	1	X							1	\$1,350.00	\$1,350.00	Asheville (WLOS)	11PM News	10/13/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Mike Fulmer - authorized NAB agent
do hereby request station time concerning the following issue:

AFSCME People

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

This broadcast time will be used by: AFSCME

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Deborah Ross

Richard Gorr

US Senate, NC

11/8/16

I represent that the payment for the above described broadcast time has been furnished by (name and address):

AFSCME People 1625 L Street NW Washington, DC 20036

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

President - Leo Saunders

Sec / Treasurer - Laura Reyes

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

<u>4/27/16</u>	<u><i>AWR</i></u>	<u>202-338-8700</u>
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

_____	_____	_____
Signature	Printed Name	Title

